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## What Is Claimed Is:

1. An improved receptacle for receipt of a single serving food product comprising:  
a body portion defining a single serving receiving cavity formed substantially from  
10 a silicone rubber material, the body portion including,
  - a substantially planar base portion having a rounded periphery, the base portion having an inside surface for receipt of food product and an outside surface for contacting a support; and
    - 15 a resilient, substantially annular sidewall portion which extends upwardly and radially outwardly from the rounded periphery of the planar base portion, the annular sidewall portion having an inner surface for receipt of food product.
2. The improved receptacle of Claim 1 wherein the substantially annular sidewall and the planar base portion are joined by an angled corner portion.
- 20 3. The improved receptacle of Claim 1 wherein the substantially annular sidewall includes a plurality of ridges extending radially outwardly and valleys extending radially inwardly, the plurality of ridges and valleys cooperating to enhance the flexibility of the substantially annular side wall.
4. The improved receptacle for receipt of batter of Claim 1 wherein the frusto-concial body is injection molded from a flowable silicone rubber material.
- 25 5. The improved receptacle of Claim 1 wherein the planar bottom portion and substantially annular sidewalls are dimensioned to fit within a frusto-conical depression in a cupcake pan to serve as a cupcake liner.
6. The improved receptacle of Claim 1 wherein the planar bottom portion and substantially annular sidewalls are formed from a sufficiently thick layer of silicone rubber to impart sufficient rigidity to resist substantial deformation when cupcake 30 batter is received therein so that the receptacle can act as a cupcake mold for baking without additional lateral support.
7. The improved receptacle of Claim 1 wherein the base portion has an inside surface for receipt of muffin batter.
- 35 8. An improved cupcake liner for insertion within a cupcake pan having a plurality of batter receiving cavities with bottom and sidewalls of predetermined

- 5 dimensions, the cupcake liner comprising:  
a frusto-conical body formed substantially from a silicone resin, the body including,  
a planar base portion having a rounded periphery and being  
dimensioned for receipt within the bottom of the batter receiving cavities of  
the cupcake pan; and
- 10 a substantially annular sidewall portion which extends upwardly and  
radially outwardly from the rounded periphery of the planar base portion, the  
substantially annular sidewall being dimensioned for lining the sidewalls of  
the batter receiving cavities.
9. The improved cupcake liner of Claim 8 wherein the substantially annular  
15 sidewall and the planar base portion are joined by an angled corner portion.
10. The improved cupcake liner of Claim 8 wherein the substantially annular  
sidewall includes a plurality of ridges extending radially outwardly and valleys  
extending radially inwardly, the plurality of ridges and valleys cooperating to  
enhance the flexibility of the substantially annular side wall.
- 20 11. The improved cupcake liner of Claim 8 wherein the fusto-concial body is  
injection molded from a flowable silicone rubber material.
12. An individual cupcake mold for receiving cupcake batter:  
a frusto-conical body formed substantially from a silicone resin, the  
frusto-conical body including,
- 25 a planar base portion having a rounded periphery, the base portion  
having an inside surface for receipt of cupcake batter and an outside surface  
for contacting a support; and  
a substantially annular sidewall portion which extends upwardly and  
radially outwardly from the rounded periphery of the planar base portion, the  
planar bottom portion and substantially annular sidewalls are formed from a  
30 sufficiently thick layer of silicone rubber to impart rigidity sufficient to resist  
substantial deformation when cupcake batter is received therein so that the  
receptacle can act as a stand alone cupcake mold for baking.
13. The improved individual cupcake mold of Claim 12 wherein the substantially  
35 annular sidewall and the planar base portion are joined by an angled corner portion.
14. The improved individual cupcake mold of Claim 12 wherein the substantially

- 5 annular sidewall includes a plurality of ridges extending radially outwardly and valleys extending radially inwardly, the plurality of ridges and valleys cooperating to enhance the flexibility of the substantially annular side wall.

10 15. The improved individual cupcake mold of Claim 12 wherein the fusto-concial body is injection molded from a flowable silicone rubber material.

15 16. An improved method of baking cupcakes comprising the steps of:

filling an resilient, individual cupcake receptacle formed from a flexible silicone resin with cupcake batter;

placing the filled resilient, individual cupcake receptacle into an oven;

baking the cupcake batter within the resilient, individual cupcake receptacle in an oven;

removing the resilient, individual cupcake receptacle from the oven; and,

flexing the resilient individual, resilient cupcake receptacle to remove the baked cupcake therefrom.

20 17. The method of Claim 16 further including the steps of washing the resilient individual, cupcake receptacle and reusing the resilient individual, cupcake to once again receive cupcake batter for baking at least one additional cupcake.

25 18. The method of Claim 16 wherein the cupcake receptacle is a cupcake liner and, wherein the method further includes the step of placing the cupcake liner within a batter receiving cavity of a cupcake pan prior to filling with cupcake batter.

19. The method of Claim 16 wherein the cupcake receptacle is a cupcake mold and, wherein the method further includes the steps of placing the cupcake mold on to a substantially planar support surface prior to placing the cupcake mold in the oven.

30 20. An improved method of baking a plurality of cupcakes in a plurality of resilient silicone cupcake molds comprising the steps of:

filling a plurality of resilient, individual cupcake molds formed from a flexible silicone rubber material with cupcake batter;

placing each of the filled resilient, individual cupcake molds onto a planar support surface;

baking the cupcake batter within the plurality of resilient, individual cupcake molds in an oven;

5                   removing the plurality of resilient individual cupcake molds from the  
oven; and

                     flexing each of the resilient individual, cupcake molds to remove the  
baked cupcake therefrom.

21.          A method in accordance with Claim 20 further including the steps of densely  
10         spacing the plurality of resilient, individual cupcake molds onto a planar support  
surface adjacent to another of the plurality of resilient, individual cupcake molds.